



## **75<sup>TH</sup> ANNUAL STURGIS® MOTORCYCLE RALLY™**

### **FREESTYLE MOTOCROSS LEGEND CAREY HART NAMED OFFICIAL GRAND MARSHALL FOR STURGIS CITY OF RIDERS MAYOR'S RIDE AT THE 75<sup>TH</sup> ANNUAL STURGIS® MOTORCYCLE RALLY™**

**Sturgis, SD – Feb 4, 2015** – The City of Sturgis is very excited to name Carey Hart as the official Grand Marshall of the 13<sup>th</sup> Annual Sturgis City of Riders Mayor's Ride at the 75<sup>th</sup> Annual Sturgis® Motorcycle Rally™.

The annual Sturgis City of Riders Mayor's Ride is on Monday, August 3<sup>rd</sup>, 2015, and is a fundraiser for the Sturgis Volunteer Fire Department, Ambulance Service and Police Reserves. Join Carey Hart, Sturgis Mayor Mark Carstensen, state and local legislators, industry professionals, motorcycle enthusiasts, other celebrities and legends on a fully escorted motorcycle ride through the Black Hills of South Dakota.

[www.sturgismotorcyclerally.com](http://www.sturgismotorcyclerally.com)



“We feel Carey represents motorcyclists from all walks of life. We chose Carey because of his diverse background in the motorcycle industry. He is a true example of the cross over market between young and old motorcyclists,” said Brenda Vasknetz, City of Sturgis Rally and Events Director.

Space for the Sturgis City of Riders Mayor’s Ride is extremely limited – register for ride early so you don’t miss out! <http://www.sturgismotorcyclerrally.com/mayors-ride/form/>

“Sturgis is a special place for me, I really enjoy going out there. I have been to Sturgis a few times over the years. Last year I rode with a few friends from California to Sturgis and had an amazing time. I am looking forward to doing it again this year for the 75<sup>th</sup>,” stated Carey Hart.

As you make your plans to celebrate the 75th Anniversary Sturgis® Motorcycle Rally™ please add the Sturgis City of Riders Mayor’s Ride to your list of things to do. The Sturgis City of Riders Mayor’s Ride starts in historic downtown Sturgis and will take riders on a scenic ride through the beautiful Black Hills. It includes a photo opportunity at the national landmark also known as the presidential faces of Mt. Rushmore, with a memorable lunch stop at Custer State Park.

Sturgis Mayor Mark Carstensen comments about the ride, “We are police escorted throughout the beautiful Black Hills.” Carey Hart adds, “Being able to blow through stop lights, not having to stop at stop signs and to keep a flow going, is definitely something to experience.”

Participation in the ride will allow you to enjoy an unforgettable experience for a good cause with proceeds benefiting the Sturgis Volunteer Fire Department, Ambulance Service and Sturgis Police Reserves.

Hot Bike Magazine captured an exclusive interview with Sturgis Mayor Mark Carstensen and Carey Hart announcing their partnership and talking about the Sturgis City of Riders Mayor’s Ride. Watch the video here:

<http://www.hotbikeweb.com/hot-bike-exclusive-carey-hart-named-grand-marshall-13th-annual-sturgis-mayors-ride-during-2015>

More information about the Sturgis City of Riders Mayor’s Ride:

<http://www.sturgismotorcyclerrally.com/events-link/annual-mayors-ride>

Register to join the ride:

<http://www.sturgismotorcyclerrally.com/mayors-ride/form/>

Follow Carey Hart online for updates.

Facebook: [www.facebook.com/CareyHart46](http://www.facebook.com/CareyHart46)

Twitter: @HartLuck

Instagram: @HartLuck

### **About Sturgis® Motorcycle Rally™**

The Sturgis® Motorcycle Rally™ has attracted motorcycle enthusiasts from around the world for 74 years. 2015 marks the historic 75th anniversary of the Sturgis® Motorcycle Rally™. Born from the love of racing, the annual rally has grown to include bike shows, world-class entertainment, industry showcases, a wide variety of motorcycle related shopping opportunities, and of course, miles and miles of incredible riding experiences. At the heart of the rally lies Legendary Sturgis Main Street. This stretch of downtown Sturgis is reserved for motorcycles only, and it's the place to be for the true Sturgis experience. Main Street offers great food, entertainment, and motorcycling fun for all ages.

### **About Sturgis, SD**

Each year in August, the population of Sturgis grows from just over 6,600 to nearly a half a million as the City plays host to the best biker get together in the world. Located in the Black Hills of South Dakota, Sturgis offers motorcycle enthusiasts the best riding, socializing, and shopping opportunities found anywhere. Riders may choose from scenic rides through forested canyons, to day trips to National Parks like Mount Rushmore, Badlands and Devil's Tower. Riders can ride through the tunnels and spires carved from granite on the Needles Highway, or spend time re-living the past at the Sturgis Motorcycle Museum. The friendly atmosphere and scenic beauty of the Black Hills keeps visitors coming back year after year.

### **About Carey Hart**

Carey Hart is one of the innovators of modern day freestyle motocross. The 1st person to complete a back-flip in competition, he has numerous X Games, Dew tour, and world championship medals. A successful business man in his own right, he launched the brand Hart and Huntington Tattoo Company in 2003 with the hit television show "Inked" on A&E network. Current day he is co-owner of RCH Racing team with Ricky Carmichael, as they compete to win the 2015 Monster Energy Supercross championship with Ken Roczen.

For more information about the 2015 Sturgis Mayor's Ride please visit  
<http://www.sturgismotorcyclerrally.com/events-link/annual-mayors-ride>

For information about the Sturgis® Motorcycle Rally™ please visit  
[www.SturgisMotorcycleRally.com](http://www.SturgisMotorcycleRally.com)

For information about Carey Hart at the Sturgis® Motorcycle Rally™ please contact the  
City of Sturgis Rally and Events Department, Tammy Bohn at (605) 720-0800.

